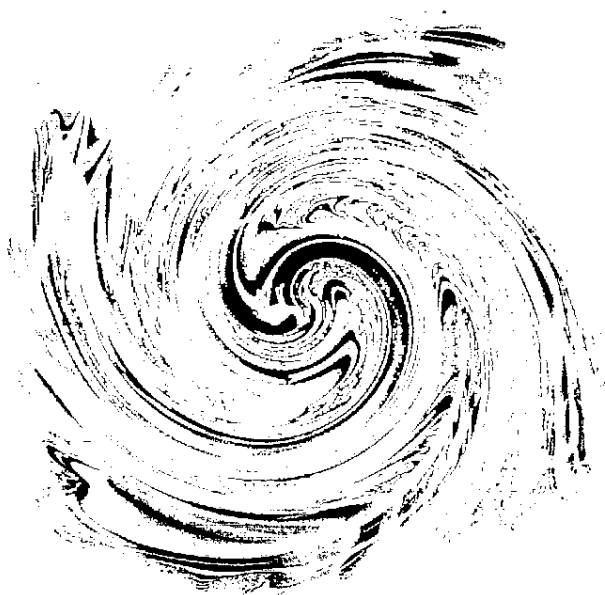


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W H I P I T U P

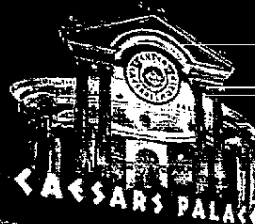


T U R N I T O N

CAMEL'S GROOVE

A NON-STOP, OVER
IN THE PARTY CAPITAL
AND EVERYTHING

NOVEMBER



SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.

G VEGAS BLENDER

THE TOP WEEKEND
OF THE UNIVERSE.
ON THE HOUSE!

12-24

Ready To
Party With
My Recipe?



BIG VEGAS
GROUPE
BLENDER

A SHOT OF

An exclusive party
brave enough to

4 PART

CAESARS

Live camels
and lots of neon-p

A PINCH OF V

VR simulate
& enough energy to

ONE MASS OF HU

500 winners and the
stay at Caesars Palace
Plus, there's \$250 spend

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CAMERON
BIG VEGAS
GROVE
blender

SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.

LIVE GROOVE

with the only bands
enter The Blender.

S VEGAS



S PALACE®

belly dancers
powered pandemonium.

VIRTUAL REALITY

s, laser shows
make your eyes scream.

&

VE AMOUNT MANITY

air guests fly to Vegas,
and party 'til we say stop.
ing cash in it for each winner.

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THE ONLY INGREDIENT MISSING IS YOU!

ENTER THE BLENDER

FILL IT OUT

CUT IT OFF

MAIL IT IN

First Name	M.I.	Last Name
<input type="text"/>	<input type="text"/>	<input type="text"/>
Street Address		Apartment #
<input type="text"/>		<input type="text"/>
City	State	Zip
<input type="text"/>	<input type="text"/>	<input type="text"/>
Daytime Phone	Male	Female
<input type="text"/>	<input type="checkbox"/> A	<input type="checkbox"/> B
<input type="checkbox"/> C		

OFFER RESTRICTED TO SMOKERS 21 YEARS OF AGE OR OLDER. NO PURCHASE NECESSARY. SEE REVERSE SIDE FOR DETAILS.

What is your birthdate? (required) / / Today's date? / / (month) (day) (year) (month) (day) (year)

I certify that I am a smoker; that I am 21 years of age or older; and that I want to receive offers, premiums, coupons, or free cigarettes that may be sent to me in the mail. I understand that giving false information in order to accept these offers may constitute a violation of law.

Signature (required) (First) (Middle Initial) (Last)

► Mail to: Camel's Big Vegas Groove Blender, P.O. Box 5777, Norwood, MN 55583-5777.

THIRSTING WILD?



Get in the groove with the Camel Cash Groove Blender Mixers Guide, the official Groove Blender catalog. And whip up party-pounding items like \$25 Ticketmaster gift certificates, exclusive CDs, subscriptions to the hottest magazines around and more. To get it, go to wherever you buy your smokes or call

~~TRAFFICMASTER~~

*MUST BE A SMOKER, 21 YEARS OF AGE OR OLDER TO ENTER

NO PURCHASE NECESSARY. Here's How To Enter:

1. On an official entry form only, hand print your name, home address, and home phone number. Entries missing name and address or on which the certification box has not been fully completed (including entrant's signature) will not be considered eligible.
2. Mail your entry to: Camel's Big Vegas Groove Blender P.O. Box 5777, Norwood, MN 55583-5777. All entries must be mailed via U.S. Postal Service first class mail (no express, registered or certified mail accepted). Participants must pay postage when submitting entries. No reproductions of entry forms accepted. You may enter as many times as you like, but only one sweepstakes entry per outer envelope (limited separately) is allowed. Additional information regarding the sweepstakes or entry forms may be obtained by calling 1-800-225-3522. Incomplete, illegible or mutilated entries are ineligible. Sponsor is not responsible for lost, late, damaged, postage due, misdirected or slow delivered mail.
3. The Camel's Big Vegas Groove Blender is limited to legal residents of the 48 continental United States (Alaska and Hawaii excluded) who are 21 years of age or older and are smokers, except employees of R.J. Reynolds Tobacco Company, its affiliates, subsidiaries, advertising and promotion agencies and the immediate families of each. All federal, state and local laws and regulations apply. Offer valid in MA, MI, VA and wherever prohibited by law. Prize delivery limited to United States only.
4. R.J. Reynolds Tobacco Company is the Sponsor of this promotion. All entries become the property of the Sponsor and will not be returned. Sponsor will not acknowledge receipt of or confirm eligibility or ineligibility of any entry(s). Sponsor will not return any ineligible entries.
5. All entries must be received by September 10, 1996. There will be 500 Prize Winners. Winners will be determined by a random drawing from all entries received. The drawing will be held on or about September 11th, 1996 by an independent judging organization whose decisions are final on all matters relating to this promotion. Odds of winning depend upon the number of eligible entries received but will not exceed 1 in 130,000. Provisional prize winners will be notified by mail. Provisional prize winners must execute and return an Affidavit of Eligibility/Release of Liability/Publicity/Prize Acceptance Form within 30 days of attempted delivery. Noncompliance within the 30 day time period or return of any provisional prize notification as undeliverable may result in disqualification and the selection of an alternate provisional prize winner. No substitution, transfer of prizes, or division of cash in lieu of prize will be permitted except at sole discretion of Sponsor. All federal, state and local income and other taxes on prizes are solely the responsibility of the winners. In the event of prize unavailability, Sponsor reserves the right to substitute a prize of equal or greater value. Acceptance of prize offered constitutes permission to use winner's name, biographical information, and/or likeness for purposes of advertising and promotion without further compensation, unless prohibited by law. All prizes will be awarded and will be fulfilled in November 1996.
6. PRIZES: The following prizes will be awarded: 500 Prizes of 2 round-trip airplane tickets to Las Vegas, hotel accommodations for November 22nd and 23rd, 1996; \$650 cash; attendance to Camel party, valued at approximately \$1,650.00 each. Total value of all prize values is approximately \$675,000. Travel must be completed by November 24th, 1996. Restrictions and check-out dates may apply. Accommodations are subject to availability and change without notice. Trip companions must be 21 years of age or older and must sign and return a liability/publicity release prior to travel. Taxes, tips, alcoholic beverages, ground transportation not specified herein and all others expenses not specified herein are solely the responsibility of winners. All winners will be round-trip coach, unless otherwise specified herein, from airport nearest winner's home location. All hotel lodging is one-room double occupancy unless otherwise specified herein. The difference between any stated value and actual value will not be awarded to winners. In the event of cancellation by winner, the ability to reschedule will be allowed only at Sponsor's discretion.
7. Any game materials including without limitation the offer rules and announcement of winners, containing production, printing or typographical errors, or obtained outside authorized agencies, are automatically void, and the liability of Sponsor, if any, is limited to the replacement of such materials and recipient agrees to release Sponsor, its parent, the judging organization and their respective officers, directors, employees and agents from any and all losses, claims or damages that may result.
8. By claiming a prize, winners agree that R.J. Reynolds Tobacco Company, its parent and the judging organization and their respective officers, directors, employees and agents shall have no liability for any injuries, losses or damages of any kind (including death) resulting from acceptance, possession, participation in or use of any prize.
9. For advance copies of Affidavit of Eligibility/Release of Liability/Publicity/Prize Acceptance Form on the names of prize winners (available after 10/15/96) send a separate, self-addressed stamped envelope to Camel's Big Vegas Groove Blender Winners List, P.O. Box 5526, Norwood, MN 55583-5526. Include "Affidavit" or "Winners List" as applicable on the outside of the envelope.

ALL PROMOTIONAL COSTS PAID BY MANUFACTURER.

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SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.

CAMEL LIGHTS

11 mg. "tar", 0.8 mg. nicotine av.
per cigarette by FTC method.

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96/11
April